



## AMENDMENTS to the CLAIMS

1. (CURRENTLY AMENDED) A process, comprising:  
receiving information identifying a product;  
identifying at least a first retailer offering the product; and  
determining, by a controller, terms of a subscription for the product, wherein  
the subscription is valid at the at least first retailer,  
wherein the terms indicate that a customer is required to make a plurality of  
purchases of the product during a duration of the subscription,  
each purchase of the plurality of purchases being for one or more units of the  
product,  
each purchase of the plurality of purchases occurring during a respective  
visit to the at least ~~one~~ first retailer, and  
wherein the terms include a penalty to be assessed against the customer if  
the customer violates one or more terms of the subscription.
2. (Original) The process of claim 1, further comprising communicating  
terms of the subscription to the at least first retailer.
3. (Original) The process of claim 1, further comprising receiving  
information identifying a customer.
4. (Original) The process of claim 1, further comprising tracking  
fulfillment of the subscription.

5. (Original) The process of claim 2, further comprising:  
receiving an acceptance of the terms of the subscription from a customer;  
and  
establishing a subscription for the product.

6. (Original) The process of claim 4, further comprising identifying  
settlement terms including at least a settlement amount and a settlement party, the  
process further comprising:

paying the settlement amount to the settlement party based on fulfillment of  
the subscription.

7. (Original) The process of claim 1, further comprising assigning a  
redemption identifier to the subscription.

8. (Original) The process of claim 7, further comprising:  
communicating the redemption identifier to a customer.

9. (Original) The process of claim 8, further comprising:  
communicating the redemption identifier to the at least first retailer.

10. (Original) The process of claim 8, further comprising:  
communicating the redemption identifier from the customer to the at least  
first retailer.

11. (Original) The process of claim 3, wherein the information identifying the customer includes at least one of: a customer name; a social security number; a drivers license number; a credit card number; a payment account identifier; a frequent shopper card number; a telephone number; and a unique identifier associated with the customer.

12. (Original) The process of claim 1, wherein the information identifying the product includes at least one of: a product name; a product identifier; a product description; a product category; a product group; a service name; a service identifier; a service description; and a service type.

13. (Original) The process of claim 1, wherein receiving information comprises receiving information over at least one of a network and a direct connection.

14. (Original) The process of claim 1, wherein receiving information further comprises receiving a desired price.

15. (Original) The process of claim 1, wherein the product is a plurality of products.

16. (Original) The process of claim 1, wherein the information identifying the product includes information identifying a specific brand of product.

17. (Original) The process of claim 1, wherein the information identifying a product is received from a customer and the customer is a group of individuals.

18. (Original) The process of claim 1, wherein identifying the at least first retailer further comprises:  
selecting the at least first retailer from a plurality of retailers.

19. (Original) The process of claim 1, wherein the at least first retailer is a chain of retailers including a plurality of store locations.

20. (Original) The process of claim 1, wherein the at least first retailer is a specific store location.

21. (Original) The process of claim 1, further comprising identifying at least a second retailer offering the item.

22. (Original) The process of claim 1, wherein the terms include information identifying a quantity and a price.

23. (Original) The process of claim 22, wherein the price is a price per unit of the product.

24. (Original) The process of claim 22, wherein the price is equal to a retail price of the product.

25. (Previously Presented) The process of claim 22, wherein the price decreases progressively per unit of product purchased during the duration of the subscription.

26. (Previously Presented) The process of claim 22, wherein the price is the lowest price of the item occurring during the duration of the subscription.

27. (Previously Presented) The process of claim 22, wherein the price is defined by at least one of: a retailer; a product manufacturer; a controller; an entity operating a controller; and the customer.

28. (Previously Presented) The process of claim 22, wherein the customer pays the price to the first retailer each time the customer redeems a product pursuant to the subscription.

29. (Original) The process of claim 5, wherein the terms include information identifying a total price and wherein the customer pays the total price to a controller.

30. (Original) The process of claim 29, wherein the customer pays the total price to the controller at the end of the subscription.

31. (Original) The process of claim 29, wherein the customer pays the total price to the controller when establishing the subscription.

32. (Previously Presented) The process of claim 1, wherein the terms include information identifying: a total subscription quantity; a subscription price; a subscription frequency; and the subscription duration.

33. (Original) The process of claim 32, wherein the subscription price is based on at least one of: the total subscription quantity; the subscription frequency; and the subscription duration.

34. (Original) The process of claim 32, wherein the terms further include information identifying a subscription start date and a subscription end date.

35. (CANCELLED)

36. (Previously Presented) The process of claim 1, wherein the penalty is assessed against the customer if the customer fails to comply with a term identifying a total subscription quantity.

37. (Previously Presented) The process of claim 1, wherein the penalty is assessed against the customer if the customer fails to comply with a term identifying a subscription frequency.

38. (Previously Presented) The process of claim 1, wherein the penalty is assessed against the customer if the customer fails to comply with a term identifying the subscription duration.

39. (Previously Presented) The process of claim 1, wherein the penalty is assessed against the customer by applying a penalty amount against a customer financial account.

40. (Previously Presented) The process of claim 1, wherein the penalty is assessed against the customer by applying a penalty against a frequent shopper account.

41. (CURRENTLY AMENDED) The process of claim 1, wherein determining terms of a subscription further includes:  
presenting the customer with at least a first proposed term;  
receiving at least a second proposed term from the customer; and  
establishing ~~terms~~ at least one modified term of the subscription based on the at least first proposed term and the at least second proposed term.

42. (Original) The process of claim 41, wherein the at least first proposed term is based on an available subscription defined by a retailer.

43. (Original) The process of claim 4, wherein tracking fulfillment further comprises:  
determining if the customer has complied with at least one term of the subscription.

44. (Original) The process of claim 43, further comprising:  
applying a penalty if the customer has failed to comply with one or more terms of the subscription.

45. (Original) The process of claim 43, wherein tracking fulfillment is performed by a controller.

46. (Original) The process of claim 45, wherein tracking fulfillment further comprises:

receiving, from the at least first retailer, a transaction authorization request, the transaction authorization request including information identifying a redemption identifier and a product;

determining, based on the redemption identifier, whether the subscription is valid;

determining if the product may be redeemed under the subscription; and  
communicating an authorization of the transaction to the at least first retailer if the subscription is valid for the product.

47. (Original) The process of claim 43, wherein tracking fulfillment is performed by the at least first retailer.

48. (Original) The process of claim 43, wherein tracking fulfillment is performed by the customer.

49. (Original) The process of claim 46, further comprising:  
receiving a request from the at least first retailer requesting an authorization of a transaction involving the customer and a product; and  
authorizing the transaction if the customer is complying with terms of the subscription.

50. (Original) The process of claim 47, further comprising:  
transmitting subscription terms to the at least first retailer;  
comparing, at the at least first retailer, transaction information involving the customer and a product with the subscription terms.

51. (Original) The process of claim 50, further comprising:  
applying a penalty to the customer if comparing indicates that at least one of the subscription terms has been violated.

52. (Original) The process of claim 48, further comprising:  
recording product purchase information on a customer device;  
comparing the product purchase information with terms of the subscription stored on the customer device; and  
updating subscription information on the customer device.

53. (CURRENTLY AMENDED) The process of claim ~~5~~ 6, wherein the settlement amount is a price per unit of the product.

54. (CURRENTLY AMENDED) The process of claim ~~5~~ 6, wherein the settlement amount is a fixed amount per subscription.

55. (Original) The process of claim 1, further comprising:  
receiving a modification request; and  
modifying terms of the subscription if the modification request is for a permitted modification.

56. (Original) The process of claim 55, wherein the modification request is a request to replace the product with a new product.

57 – 68 (CANCELLED)

69. (Previously Presented) An apparatus comprising:  
a processor, and  
a storage device that stores a program for directing the processor;  
the processor being operative with the program to:  
perform the method of claim 1.

70. (Previously Presented) A computer readable medium encoded with instructions for directing a processor to:  
perform the method of claim 1.

71 - 74. (CANCELLED)

75. (Previously Presented) The process of claim 1, in which at least one of the at least first retailer is a supermarket.

76. (Previously Presented) A process comprising:  
receiving a request by a customer to establish a subscription;  
receiving information that identifies a product;  
identifying at least one supermarket offering the product;  
establishing, by a controller, terms of a subscription for the product,  
in which the subscription is valid at the at least one supermarket,  
in which the terms include information identifying:  
a subscription price, in which the subscription price is less than  
a retail price of a unit of the product,  
a frequency of the subscription that indicates a period of time,  
a duration of the subscription, in which the duration of the  
subscription includes at least two of the periods of time, and  
in which in order to comply with the frequency of the  
subscription the customer is required to purchase at least one unit of  
the product in each of the at least two periods of time;  
receiving from the customer at a point of sale an identifier that identifies the  
subscription;  
receiving from the customer at the point of sale an indication of the product;  
determining whether the customer is complying with the frequency of the  
subscription; and  
authorizing the customer to purchase the product at the subscription price if  
the customer is redeeming the product in accordance with the frequency.

77. (Previously Presented) The process of claim 76, in which the terms  
further include information identifying a penalty to be assessed against the  
customer if the customer violates one or more terms of the subscription.

78. (Previously Presented) An apparatus comprising:  
a processor, and  
a storage device that stores a program for directing the processor;  
the processor being operative with the program to:  
perform the method of claim 76.

79. (Previously Presented) A computer readable medium encoded with  
instructions for directing a processor to perform the process of claim 76.

80. (NEW) A method comprising:

- receiving, by a controller, information identifying a product;
- identifying, by the controller, at least a first retailer offering the product; and
- determining, by the controller, terms of a subscription for the product,

wherein the subscription is valid at the at least first retailer,

- wherein the terms indicate that a customer is required to make a plurality of purchases of the product during a duration of the subscription,
- each purchase of the plurality of purchases being for one or more units of the product,
- each purchase of the plurality of purchases occurring during a respective visit to the at least first retailer, and
- wherein the terms include a penalty to be assessed against the customer if the customer violates one or more terms of the subscription.

81. (NEW) A method comprising:  
receiving from a customer information identifying a product;  
determining a plurality of retailers;  
selecting, by a controller, a first retailer from the plurality of retailers based on the information received from the customer,  
in which the selected first retailer offers the product, and  
in which the first retailer has at least one retail establishment; and  
determining, by the controller, terms of a subscription for the product,  
in which the terms indicate that the customer is required to make a plurality of purchases of the product during a duration of the subscription,  
each respective purchase being for one or more units of the product,  
and  
each respective purchase being made by the customer at any of the at least one retail establishment.

82. (NEW) A method comprising:  
receiving a request by a customer to establish a subscription;  
receiving information that identifies a product;  
identifying at least one physical retailer offering the product;  
establishing, by a controller, terms of a subscription for the product,  
in which the subscription is valid at the at least one physical retailer,  
in which the terms include information identifying:  
a subscription price, in which the subscription price is less than  
a retail price of a unit of the product,  
a frequency of the subscription that indicates a period of time,  
a duration of the subscription, in which the duration of the  
subscription includes at least two of the periods of time, and  
in which in order to comply with the frequency of the  
subscription the customer is required to purchase at least one unit of  
the product in each of the at least two periods of time;  
receiving from the customer at a point of sale an identifier that identifies the  
subscription;  
receiving from the customer at the point of sale an indication of the product;  
determining whether the customer is complying with the frequency of the  
subscription; and  
authorizing the customer to purchase the product at the subscription price if  
the customer is redeeming the product in accordance with the frequency.

83. (NEW) The method of claim 1, in which the product is a dairy  
product.

84. (NEW) The method of claim 1, in which the terms of the subscription indicate that the customer is required to purchase the product weekly.